



## Art Works 2016 Conference

### ***Flourish! How the Arts Will Thrive and Grow in the Next Decade***

8:00 a.m. - 9:00 a.m. Registration and Coffee Hour

9:00 a.m. Welcome and Opening Remarks

9:20 a.m. **Keynote Presentation by Sheila Johnson**

#### *What it Will Take to Thrive and Grow in the Next Decade*

How do arts organizations connect with other public and private entities to create the kind of sustainable presence that makes their impact not just evident but essential in their communities? What kinds of arts-in-education programs will nurture the next generation of creative thinkers for our 21<sup>st</sup> century workforce? What should we ask for from our government and business leaders over the next decade and what should we expect of ourselves to ensure that the arts flourish in Virginia?

10:15 a.m. Break

10:30 a.m. **Plenary Session Panel and Discussion**

Margaret Vanderhye, Director of Virginia Commission for the Arts, leads a discussion among the five break-out session leaders to discuss the state of the arts and the challenges facing non-profit arts organizations in the current economic and social climate. With Russell Willis Taylor, Amy Nisenson, Nello McDaniel, Sarah Cunningham, and Margy Waller

11:45 a.m.	Break
12:00 noon	<p><b>Luncheon in the Grand Ballroom</b></p> <p>Victor Haskins, VCA Performing and Touring Artist and Featured Luncheon Performer</p>
1:20 p.m.	Lunch Concludes
1:30 p.m.	<p>Concurrent Break-out Sessions Convene:</p> <p><b>Russell Willis Taylor, Former President and CEO of National Arts Strategies</b></p> <p><u><i>Designing Success - Building a Sustainable Organization</i></u></p> <p>This session will look at a design driven method for assessing the strength and resilience of your business model, and help you ignite conversations within your organization about how to change for the better.</p> <p><b>Amy Nisenson, Executive Director, Mary Morton Parsons Foundation</b></p> <p><u><i>Building the Board you Need for the Opportunities You Seek</i></u></p> <p>The workshop will focus on the on-going process of Building the Board. The process is not just about filling a vacancy but it is about being strategic and thoughtful to build an effective Board. Understanding best practices of nominating, recruitment, and orientation will build and maintain an enthusiastic, engaged, and productive board for now and for the future.</p> <p><b>Nello McDaniel, Founder and Director, ARTS Action Research</b></p> <p><u><i>STRATEGIC PLANNING: The Plan and the Path</i></u></p> <p>Planning is about the dynamic relationship between time and space in our lives, which is change. Change is ongoing, unrelenting, a fact of life. But it's also a sign of life, especially when we acknowledge and work with it. In this ArtWorks session on planning I will focus on two closely related but separate aspects of a planning process. First on articulating, affirming or reaffirming your organization's core values and vision narrative making sure that all involved are clear about why this work and why this organization. Mission statements are effective describing what an organization does, which sounds a lot like what all organizations</p>

do. What distinguishes one from the many is why this work and this organization.

The second aspect is about connecting the why and what with your ambitions. Plans and planning can get trapped in idealized, sometimes romanticized futures. While keeping eyes on your vision of the future, it's the immediate path that presents new or unforeseen opportunities previously not considered. Each organization needs to dream and imagine future possibilities, however opportunities are revealed and inform direction today, tomorrow and the next tomorrows.

**Sarah Cunningham, Executive Director of Research, Virginia Commonwealth University School of the Arts**

*Got funding? Honing Strategies and Skills to Succeed at Federal and National Arts Funding*

Seeking funding is not just about the money, but aligning your organizational goals with a funding partner, and improving the overall arts and cultural ecosystem by creating new works, educating new audiences or connecting with communities. This session will provide participants with updates on current funding trends, insights into applying to NEA and other national funding sources, and guidance for long term strategies for funding success. Participants will leave with information that should help them develop a funding strategy, some target goals for 2016-2017, and a better understanding of how to best match their organizations goals with existing opportunities.

**Margy Waller, Senior Fellow at Topos Partnership**

*The Arts And....Our Future Communities*

What kind of communities do want for our future? What issues will contributing sectors and partners face in the future? How can the arts contribute to the communities of the future *in partnership with others?*

How will we get a place at the table in that conversation? Are community developers and builders inviting us to the planning table?

Join Margy Waller for a discussion of these issues and help develop the vision for the role of arts in our future. Margy is currently working with organizations like Topos Partnership, Americans for the Arts, LISC and others on national conversations about these issues. Contribute to the dialogue and shape the outcomes in these sessions.

2:30 p.m.	Concurrent Break-out Sessions Conclude
2:40 p.m.	Concurrent Break-out Sessions Repeat
3:40 p.m.	Concurrent Break-out Sessions Conclude
3:50 p.m.	Concurrent Workshops Convene (details to follow)
5:00 p.m.	Workshops Conclude
5:00 p.m.	Hospitality and Networking Reception in the Foyer



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